ABSTRACT

A popularity predicting process for determining the popularity of a text-based object includes a query analysis process for analyzing a query to determine a plurality of links to Internet objects relating to the query. A link weighting process determines the individual link strength of each of the plurality of links, thus generating a plurality of link strengths. A link strength summing process determines the sum of the plurality of link strengths, wherein the sum corresponds to the popularity of the text-based object.

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